



First Alert®

FIRE SAFE TENNESSEE

www.tennessee.gov/firesafety

FOR IMMEDIATE RELEASE
SEPTEMBER 23, 2003

CONTACT: PAULA WADE
615.741.6007

FIRST ALERT AND TITAN ERRON KINNEY TEAM UP TO SAVE LIVES IN TENNESSEE

GRASS-ROOTS EFFORT WILL HELP LOCAL FIRE DEPARTMENTS

NASHVILLE _ Tennessee Titan Erron Kinney and BRK Brands Inc., makers of First Alert home safety products, have joined Tennessee's local firefighters and the State Fire Marshal's Office to help reduce the rate of fire death in Tennessee.

Kinney, who is a volunteer firefighter during the NFL's off-season, is spokesperson for the state's public awareness campaign to lower Tennessee's fire death rate – which is the second-highest in the country.

First Alert is offering 24,000 smoke detectors at cost to local civic groups and sponsoring businesses for donation to local Fire Departments throughout Tennessee. Many local fire departments regularly install detectors for free in the homes of elderly and disabled Tennesseans. But this is the first time state officials have coordinated a major public-private partnership in support of those local efforts.

“As a volunteer firefighter, I know how much local fire departments do to prevent deadly fires,” said Kinney. “Through this donation and installation program, local fire departments will be able to put smoke detectors into the homes of the elderly and the needy. I’m convinced this is going to save lives.”

Kinney was joined by Deb Hanson, Director of External Affairs for BRT Brands. “We’re proud to be part of this life-saving effort,” said Hanson. “We’re excited to be able to contribute to a program that is fully committed to saving Tennesseans.”

“We already know that young children and the elderly are most at risk for fire death,” said Kinney. “We also know that having a working smoke detector near the bedroom can be the difference between survival and death.”

State Fire Marshal Paula Flowers has convened the Fire Mortality Prevention Task Force to study and combat Tennessee's high rate of fire death. In October, the Task Force launches a television and radio awareness campaign starring Kinney as its television spokesperson. The Task Force has teamed with business groups and civic groups for donations of smoke detectors, and is enlisting the help of home health agencies, senior centers and churches to identify where the detectors are needed.

“This is not some top-down state government program – we don’t need one in Tennessee,” said Flowers. “This enlists our local firefighters, our community groups and businesses in a real, grass-roots effort to save Tennesseans’ lives by lowering the incidence of fire death. It’s the Volunteer State at its best.”